



May 2004

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TRADE NEWS is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in North and South Carolina. It is distributed by email. To correct, add or delete an address, send complete contact information to the Columbia USEAC at the email address or fax # above.

Trade News

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****May is World Trade Month****

Updates on Free Trade Agreements - The U.S. Commercial Service is now publishing a free email newsletter called "TradeWise" to update companies on Free Trade Agreements of which the United States is a part. The current issue focuses on the recent U.S.-Chile and U.S.-Singapore Free Trade Agreements. Though culturally and economically different, Chile and Singapore do have something in common: It is now easier than ever for U.S. exporters to enter these markets and expand their international sales. To receive issues of "TradeWise", go to: <http://www.mailermailer.com/x?oid=05056u>.

New Global Trade & Technology Network (GTN) Website - GTN recently announced the launch of a new public website which is easier to navigate and has expanded to provide users with a wealth of business resources and country specific intelligence. The new website continues to serve as a portal to GTN's trade lead system which allows U.S. companies to find suppliers and buyers through their database of 12,000 companies which is supported by a network of representatives in countries around the world. For more information, go to: <http://www.usgtn.net>.

Report on Foreign Trade Barriers - On April 1, the U.S. Trade Representative (USTR) released the 2004 National Trade Estimate (NTE) Report on Foreign Trade Barriers. The NTE is a comprehensive list of unfair trade practices and barriers to American exports of goods, services and farm products. It surveys U.S. trade with 58 major trading partners in every region of the world and profiles each country's significant barriers to trade, including: import policies; standards, testing, labeling, and certification; government procurement; export subsidies; lack of intellectual property protection; services barriers; investment barriers; lack of government action against anti-competitive practices of state-owned and private firms that restrict the sale of U.S. products and services; trade restrictions affecting electronic commerce; and any other barriers that restrict market access. The NTE also notes many examples where countries have reduced or eliminated trade barriers described in earlier reports. To view the NTE report, go to: <http://www.tcc.mac.doc.gov/cgi-bin/doi.cgi?204:52:685401802:1066>.

Understanding the New Visa Policies - The U.S. government has revised its visa policies to ensure that tourists, students, and businesspeople who travel for legitimate purposes are allowed access to the United States while providing a higher level of security to U.S. citizens. Visa applicants of all types—those planning to participate in trade shows, consult with business associates, view and purchase products, travel, or attend universities—are all subject to the same scrutiny and visa policies. For information that may help your company facilitate visits of foreign customers to this country for business purposes, go to <http://www.unitedstatesvisas.gov/>.

Libya - U.S. Lifts Travel Ban - The U.S. recently announced that the travel ban on Libya has been lifted. This action is in response to Libya's progress in joining the international community's efforts to combat terrorism and halt the spread of weapons of mass destruction and the missiles capable of delivering them. Among other things, the sanctions have prohibited U.S. citizens from engaging in travel and transportation-related activities with Libya since they were enforced in January 1986. While the ban on travel by U.S. persons has been lifted, the prohibitions on transportation-related activities, such as flights to Libya by U.S. air carriers, will remain in place at this time. U.S. persons are permitted to engage in transactions related to travel to Libya and maintenance within Libya. Travel-related services such as U.S. travel agents' booking of travel and accommodations within Libya for U.S. persons will also be permitted. Certain restrictions on payments, however, will continue to apply to these transactions. For the full text of the announcement, see <http://www.treas.gov/press/releases/js1197.htm>.

U.S. and Dominican Republic Conclude Trade Agreement - The U.S. and the Dominican Republic concluded a free-trade agreement on March 15 that will promote growth and opportunity by integrating the Dominican Republic into the recently concluded U.S.-Central American Free Trade Agreement (CAFTA). U.S. Trade Representative Robert B. Zoellick commented, "This is a proud day for the people of the Dominican Republic and the United States. With close ties and \$9 billion in trade already, this free-trade agreement will help both countries to grow stronger together." With the addition of the Dominican Republic to the "cutting-edge, modern" CAFTA agreement reached between the U.S., Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua, the combined total goods trade among all seven countries is approximately \$32 billion. For more information, go to: <http://www.tcc.mac.doc.gov/cgi-bin/doi.cgi?204:52:832674447:1050>.

South Africa - "Market of the Month" - On April 27, South Africa celebrated the 10-year anniversary of democracy. The country enjoys robust civil institutions, a consistent rate of growth, and a respectable investment rating, making it very attractive for companies interested in doing business in a dynamic market. Now is the time for U.S. companies to prepare their business development plans in southern Africa, before the US-SACU Free Trade Agreement, due to be signed in 2005, opens up the market for even more U.S. exports. Accessing the South African market is also a cost-effective means of gaining entry to the SACU (Southern African Customs Union: South Africa, Namibia, Botswana, Lesotho and Swaziland) as well as the SADC market (Southern African Development Community: Angola, Botswana, Democratic Republic of Congo, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe). With its financial management and transportation infrastructure, South Africa is the logical conduit for most commercial activities in the region. Go to: http://www.export.gov/comm_svc/press_room/marketofthemonth/SoAfrica/SoAfrica.html for more information or contact your local USEAC.



***** *World Trade Month - May 2004* *****

As we celebrate the benefits of trade to our Nation and the global economy throughout the month of May, we wanted to share with you the following facts to: 1) emphasize the importance of trade, 2) illustrate the huge export potential for small and medium-sized companies, and 3) encourage you to utilize the services of your local U.S. Export Assistance Center if you are not already doing so.

- ✓ **The U.S. Commercial Service's network** includes **107 U.S. Export Assistance Centers** throughout the U.S. and more than **150 international offices**.
- ✓ In 2003 the U.S. Commercial Service facilitated over **\$35 billion in export sales**. Trade Specialists in U.S. Export Assistance Centers in **North and South Carolina** met one-on-one with 1082 companies and facilitated 570 export sales with a total value of **\$127.8 million**.
- ✓ The number of **SME exporting companies** rose **250%** from 1987-2001.
- ✓ **Exports are key to economic growth**. U.S. exports accounted for a significant share of economic growth experienced in the past decade.
- ✓ **Exports are on the rise**. U.S. exports increased from 57 billion in 1970 to \$1.01 trillion in 2003—an increase of nearly 10 percent per year.
- ✓ **Small and medium-sized companies benefit most from trade**. 97 percent of U.S. merchandise exporters are small and medium-sized firms, employing fewer than 500 people. Small and medium-sized firms account for 98 percent of growth in new exporters.
- ✓ **Exports mean new customers**. More than 95 percent of the world's consumers live outside of the United States.
- ✓ **Exports mean jobs**. About one of every five factory jobs—20 percent of all jobs in America—depends on exports. U.S. exports account for a quarter of our economic growth and about 12 million U.S. jobs depend upon exports.
- ✓ **Exports mean higher wages**. Workers in jobs supported by exports receive wages 13 to 18 percent higher than the national average. High tech industry jobs supported by exports pay even more.
- ✓ **There is great potential for small and medium-sized exporters**. Nearly two-thirds of small and medium-sized exporters sell to only one foreign market. Small and medium-sized companies account for 97 percent of all U.S. exporting firms, but less than 30 percent of the value of U.S. exports of goods—representing tremendous growth potential.

Our mission at the U.S. Commercial Service is to promote exports of goods and services from the United States, particularly by small businesses and medium-sized businesses, and to protect U. S. business interests abroad.

If you would like for a Trade Specialist to visit your company to explore how we can assist in initiating or expanding export markets, please call your local U.S. Export Assistance Center to schedule an appointment.

We look forward to hearing from you!

OSAC Security Conference, Casablanca, May 26-28 - "Reform and Terrorism in the Middle East: Building Security Partnerships in a Time of Regional Change" is the title of the first ever Middle East Regional Overseas Security Advisory Council (OSAC) conference to be held in Casablanca, Morocco. Multinational or small business firms, schools and religious organizations doing business or looking to do business in the Middle East are invited to attend. The Conference will attract 19 Middle Eastern countries stretching from Morocco to Saudi Arabia from all sectors of commerce and will provide an opportunity to discuss the future of security in the region. The agenda includes a Crisis Management seminar and sessions will address specific attendee issues such as the security climate in Iraq. Larry Johnson, renowned expert on terrorism, will be a keynote speaker. For more information, go to: <http://www.ds-osac.org/>.

Two Shows in Japan to Showcase Home & Building Products - The Commercial Service in Osaka-Kobe will again host a U.S. Pavilion at the **Japan Home & Building Show**, formerly Japan Home Show, in **Tokyo, November 16-19** and the **Home Builders Expo in Osaka, November 25-27** of this year. The Japan Home & Building Show is the largest housing industry trade show in Japan, attracting about 100,000 visitors. Exhibiting as a U.S. Pavilion participant is an excellent way to meet knowledgeable industry representatives such as homebuilders, importers and distributors, architects and developers. The Home Builders Expo that is being organized as a follow-on trade show to the Tokyo event will also feature a U.S. Pavilion. The Japanese housing market is the world's second largest with approximately 1.2 million starts per day. Japanese homebuyers' continued strong interest in North American style housing means that more builders are seeking new high quality products and suppliers. In addition, the traditional post-and-beam, condominium and remodeling markets remain largely untapped by U.S. companies, offering expanded opportunities for export-minded businesses. For more information, contact your local USEAC.

Trade Calendar for North and South Carolina May - June 2004

North Carolina:

May 19:

How to Increase Foreign Inbound Tourism - A Live Video Conference with USA Tourism Specialists in London:

Learn how to attract more UK tourists to the mountains. **Sponsors:** Charlotte USEAC, SBA **Location/Time:** Western Carolina University, Cullowhee; 9:00 a.m. - 12:00 noon **Cost:** \$10. **Contact:** Shannon Healey, Charlotte USEAC, 704-333-4886, shannon.healey@mail.doc.gov.

South Carolina:

May 6:

A Videoconference with Madrid, Spain, and Workshop on CE Marks -Sponsors: Columbia USEAC, S.C. Department of Commerce, S.C. District Export Council, S.C. Export Consortium **Location/Time:** SCDOC Presentation Center, 15th Floor, SouthTrust Building, 1201 Main Street, Columbia; 9:00 a.m. - 12:00 noon. **Contact:** Ann Watts, Columbia USEAC, (803) 765-5345 ext. 3, ann.watts@mail.doc.gov; Melissa McLeod, SCDOC, (803) 737-2164, mmcleod@sccommerce.com; or Dorette Coetsee, SCEC, (803) 777-8870, dcoetsee@moore.sc.edu.

May 11:

Charleston Women in International Trade (CWIT) Professional Development Seminar/Luncheon -Sponsors: Columbia USEAC, CWIT **Location/Time:** Radisson Airport Hotel, 5991 Rivers Avenue, North Charleston; 11:45 a.m. **Speakers:** Lonndon Seely, Director, Global Logistics AP, The Home Depot, and Caroline Beaird, International Supply Chain Analyst, The Home Depot. **Cost:** \$20 members, \$25 non-members **Contact:** English Struth, 843-577-8184, cwit@scspa.com no later than Thursday, May 6. (Cancellations after May 6 will be billed for the luncheon.)

June 16:

A Videoconference with Sweden - Explore Europe's 10th largest market for South Carolina products and services through questions and answers with experts from the U.S. Commercial Service in Stockholm, Sweden, followed by comments from Thomas Swanson, President and Founder of the Swedish-American Chamber of Commerce of the Carolinas. The SCDOC is also organizing a trade mission to the Swedish-American Entrepreneurial Days in August. **Sponsors:** Columbia USEAC, S.C. District Export Council, S.C. Department of Commerce **Location/Time:** SCDOC Presentation Center, 15th Floor, SouthTrust Building, 1201 Main Street, Columbia; 9:00 a.m. **Contact:** Ann Watts, Columbia USEAC, (803) 765-5345 ext. 3, ann.watts@mail.doc.gov or Melissa McLeod, SCDOC, (803) 737-2164, mmcleod@sccommerce.com

Make Plans Now to Attend the National District Export Council Conference!



Date: October 19-21, 2004
Location: Peabody Hotel, Memphis, TN
Sponsor: FedEx - Platinum Sponsor
Keynote: Fred Smith, Founder and CEO, Fed Ex
Theme: Competing for the Future: The Convergence of Trade and Technology
Features: National Exporter of the Year Award;
Late night tour of Fed Ex Global Air Hub

For more information, contact: Dean Peterson, Nashville USEAC, 615-259-6061
Dean.Peterson@mail.doc.gov

Singapore Government Highlights U.S.-Singapore Free Trade Agreement Through Familiarization Tour

The Singapore Government recently sponsored a familiarization tour to Singapore for eight U.S. Commercial Service International Trade Specialists, New Hampshire and Texas Industry and Trade representatives and a representative from the American Yarnspinners Association. Charlotte USEAC Trade Specialist Juanita Harthun participated in the tour. Through meetings with Singaporean governmental agencies, as well as other non-governmental, non-profit organizations, she learned first-hand about the opportunities and advantages that U.S. companies may have accessing the Asian markets by partnering with Singaporean representatives and companies.

The U.S.-Singapore Free Trade Agreement went into force January 01, 2004. Singapore is a gateway to several other Asian countries, many with which it has Free Trade Agreements. Singapore has a well-developed legal and financial system, similar to that of the United Kingdom, and has established strong Intellectual Property Rights protections. English is the primary language spoken in Singapore and Singapore ports are some of the highest volume, best-managed ports in the world. All these factors and more make Singapore a country that U.S. companies should examine in-depth as a possible partner market to leverage greater access to other Asian markets.

If you are interested in learning more about how to make the U.S.-Singapore Free Trade Agreement work for your company, please contact your local USEAC or Juanita Harthun at the Charlotte USEAC, 704-333-4886; Juanita.Harthun@mail.doc.gov.
